

# ORDER



**Orders**  
**Order / Rev:** 705661  
**Alt Order #:** 06271857  
**Product Desc:** LIB FNDTN OF FL  
**Estimate:** 337  
**Flight Dates:** 08/12/12 - 08/13/12  
**Original Date / Rev:** 08/09/12 / 08/14/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:** Stephanie Kohlbauer  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Liberty Foundation of Florida  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Local Misc  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	10	\$19,400.00	\$16,490.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$19,400.00	\$16,490.00	0.00
<b>Totals</b>	<b>10</b>	<b>\$19,400.00</b>	<b>\$16,490.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WTSP-TV	15%	\$19,400.00
Market	100%	\$129,333.33

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	32%	\$41,386.67
WFTS	26%	\$33,626.67
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	27%	\$34,920.00
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	08/12/12	08/12/12	Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	08/12/12	-----S			1			\$1,600.00		0.00			
2	WTSP	08/12/12	08/12/12	CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/12/12	08/12/12	-----S			1			\$800.00		0.00			

